

September 19th, 2013

Midway – Pacific Highway Community Plan Update

MIDWAY – PACIFIC HIGHWAY
Community Plan Update



Community Plan Update Process

- Draft Plan is based on input from:
 - Past planning efforts
 - 11 Community Plan Update Advisory Committee Meetings
 - Community Workshop
 - Walk audit
- Additional community meetings planned



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Background

- 1998 to 2004: 6 planning related studies
- 2004 – Community plan amendment:
 - remove the bay-to-bay concept,
 - insert a park strategy to link future parks with pedestrian and bicycle connections, and
 - identify mixed-use transit oriented nodes.
- 2008 –Community Plan Update authorized

Existing Conditions

- Strengths
 - Central retail and employment location
 - Trolley service
 - Adjacent to Mission Bay, San Diego River and San Diego Bay
- Issues
 - Lacks parks and recreational areas
 - Automobile congestion
 - Community identity

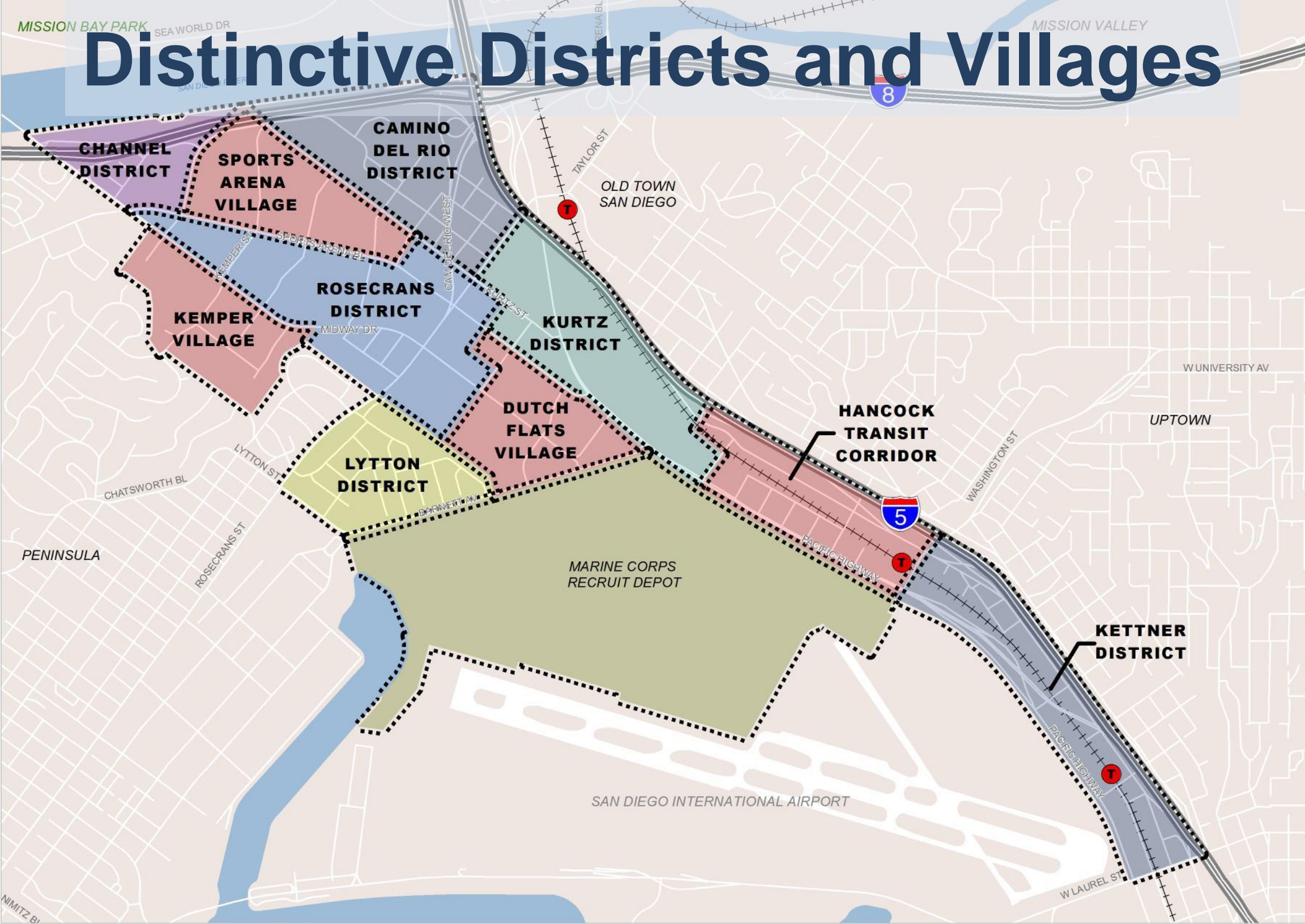


Guiding Principles

- Distinctive Districts and Villages
- Public realm for businesses and residents
- Economic activity center
- Complete mobility system
- Connections to regional recreational and open space areas



Distinctive Districts and Villages

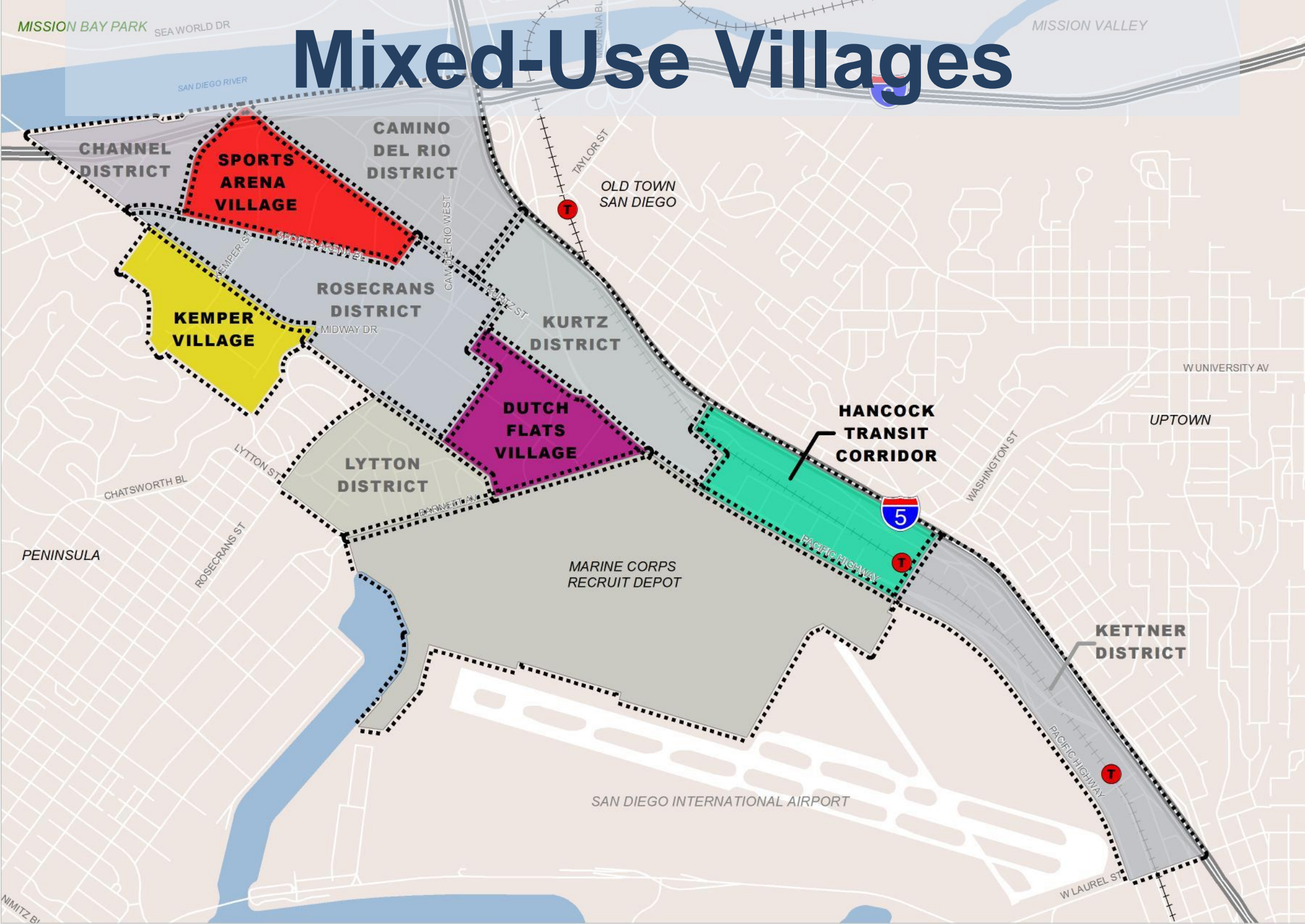


Villages

- Distinct identity
- Strengthen community character
- Connect to transit, encouraging transit use, walking, and bicycling
- A mix of housing types and retail and office uses.
- Park and Public Space



Mixed-Use Villages



Housing

- Diverse mix of housing types and forms
- Adaptive reuse
- Live/work
- Shopkeeper units
- Replacement and renovation of existing
- Affordable, workforce, military family, senior



Commercial

- Commercial that promotes pedestrian activity & transit
- Hotels serving nearby attractions & employment centers
- Consolidation strip retail development – reduce curb cuts
- Discourage new auto-oriented large-format free-standing



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Employment

- Employment Center
- R&D and office uses
- High-tech urban setting
- Military - SPAWAR
- Light industrial
- Smaller scale uses



Mobility

- Implement both physical and operational improvements:
 - Signalization improvements
 - Restriping
 - Median modifications
- Work with SANDAG and Caltrans
 - I-5 to I-8 connectors
 - Regional access improvements



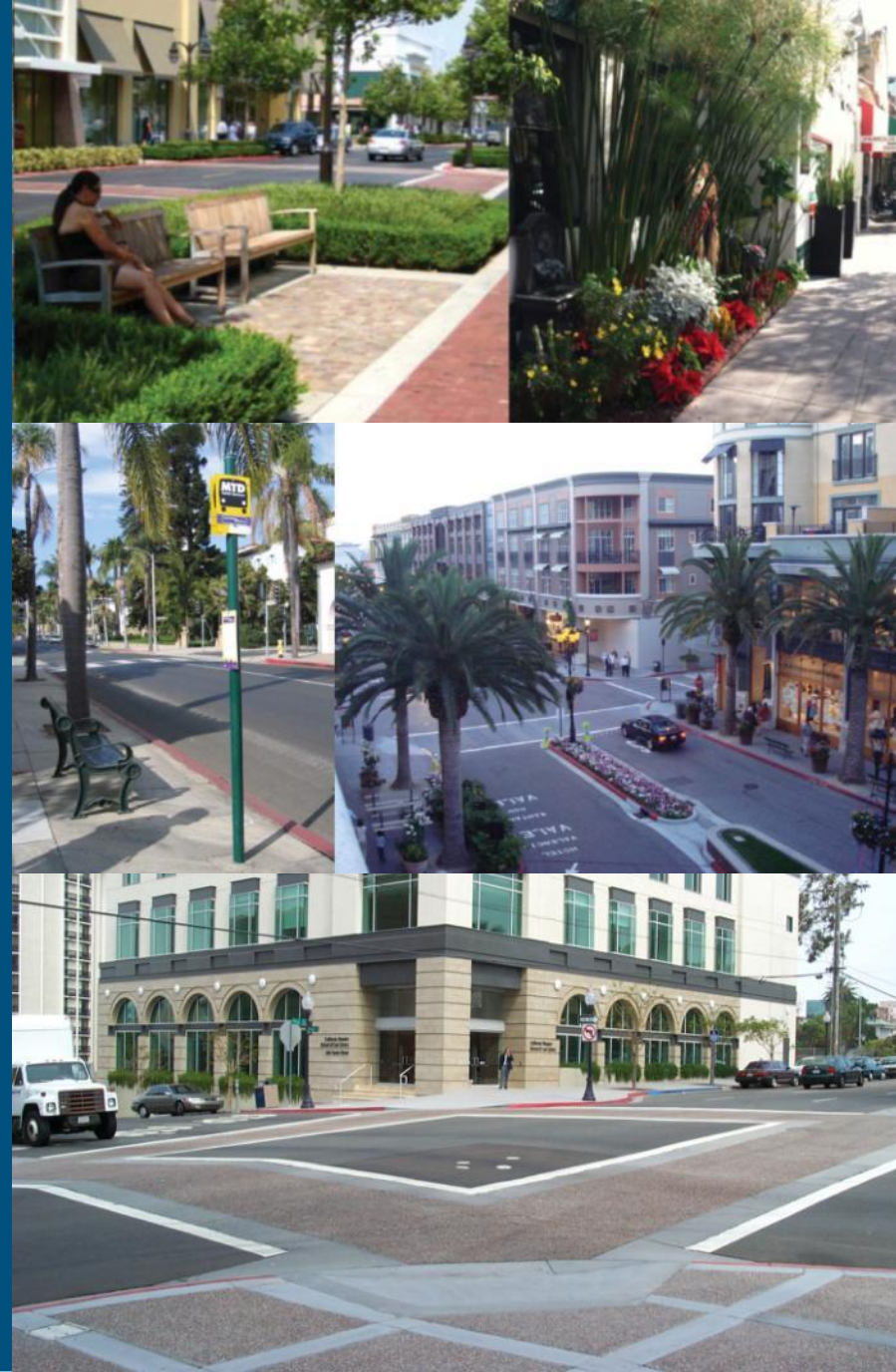
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Mobility

- Ensure adequate vehicular traffic capacity and improved regional access on heavily traveled roads
- Create new roadways to break up the scale of larger developments and superblocks
- Enhance the pedestrian & bicyclist environment
- Incorporate Rapid Bus stations



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MISSION BAY PARK

SEA WORLD DR

SAN DIEGO RIVER

Freeway
Connections

Freeway Access

New Streets

Intersection
Modifications



OLD TOWN
SAN DIEGO

MARINE CORPS
RECRUIT DEPOT

HANCOCK ST

KEMPER ST

FORDHAM ST

MIDWAY DR

CHATSWORTH BL

LYTTON ST

ROSECRANS ST

SHERMAN ST

GREENWOOD ST

CAMDEL RIO WEST

BARNETT AV

KURTZ ST

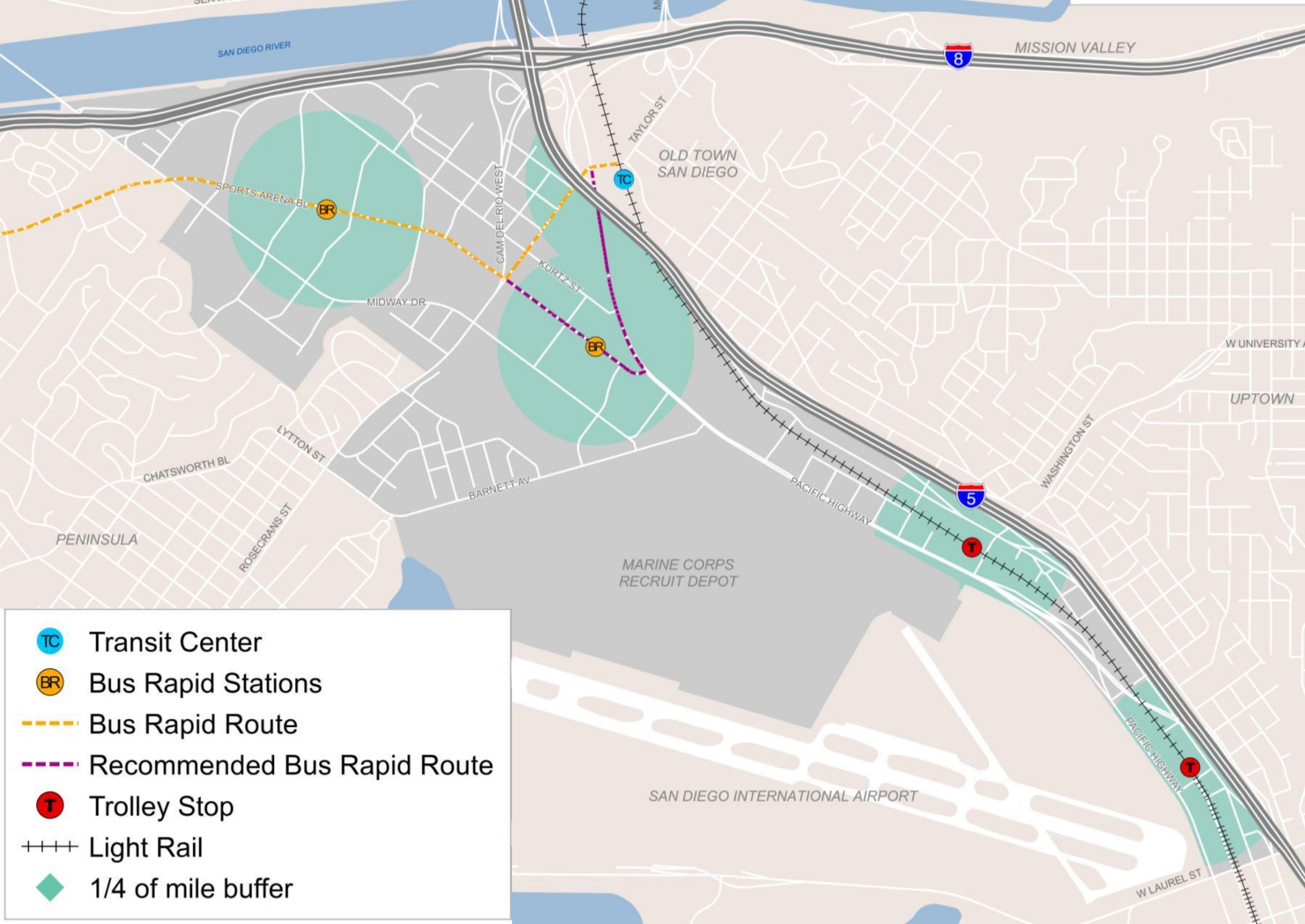
DUTCH FLATS PKWY

TAYLO

MORENA BL

PACIFIC HIGHWAY

PENINSULA



Transit Center



Bus Rapid Stations



Bus Rapid Route



Recommended Bus Rapid Route



Trolley Stop



Light Rail



1/4 of mile buffer

Urban Design

- Enhance the community's character and livability
 - Building Design
 - Reduced building setbacks
 - Buildings oriented to the street and sidewalk
 - Landscaping in parking lots and setback areas
 - Boulevard, Green Streets & Main Streets
 - Shade trees / Landscaping
 - Pedestrian lighting
 - Street furniture



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Urban Design

Emphasize clear gateways from the following locations as clear entry points and “places”

- San Diego River
- Mission Bay
- San Diego Bay
- Old Town
- Peninsula
- Liberty Station
- Downtown
- Airport

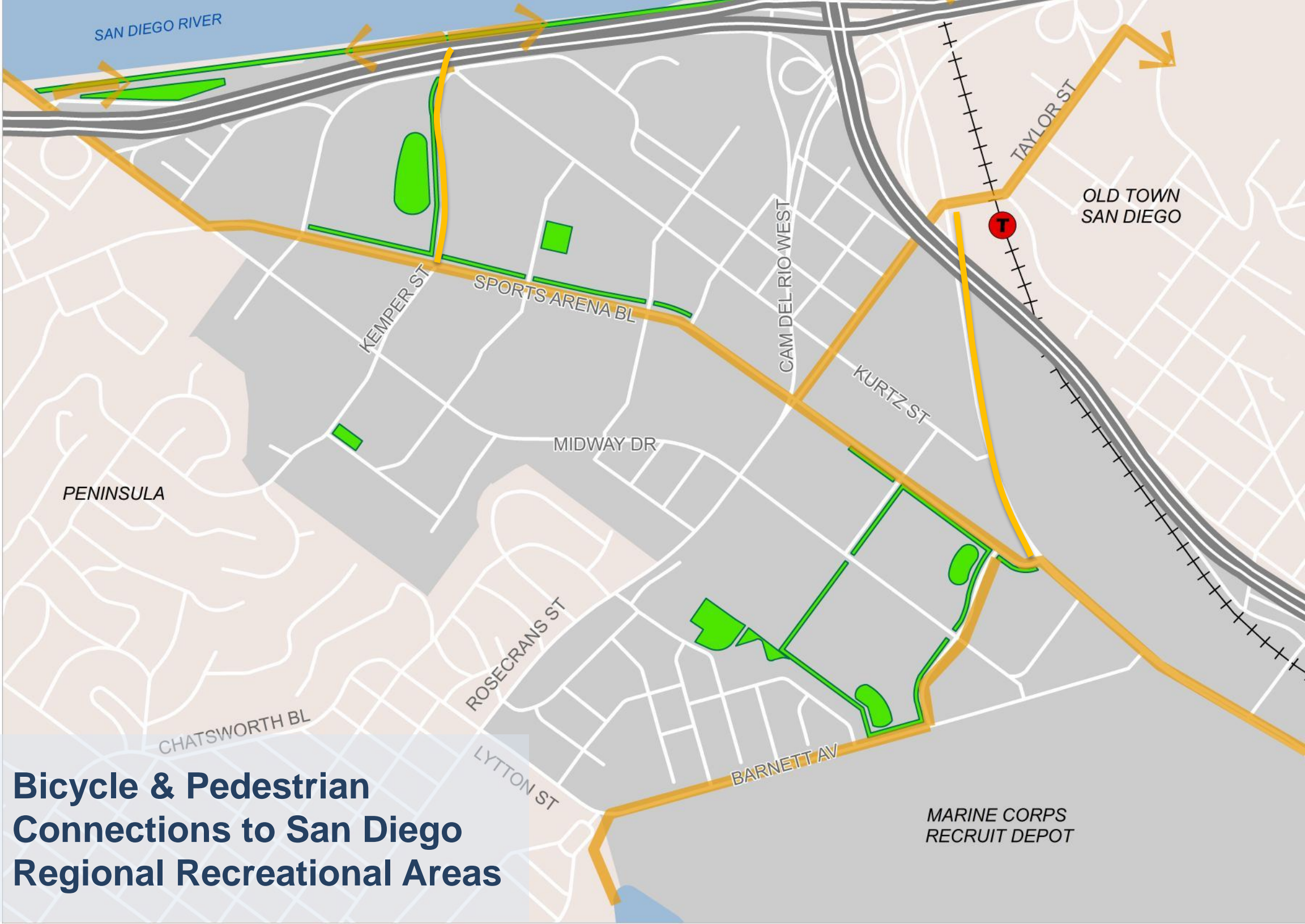


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Streetscape Typologies





Bicycle & Pedestrian Connections to San Diego Regional Recreational Areas

Parks & Recreation

- Create a public or civic space
- Multiple parks and recreation opportunities as unique “places”
- Improve pedestrian and bicycle connections to:
 - Future Parks
 - Recreational Facilities
 - San Diego Bay/NTC Park
 - Mission Bay Park
 - San Diego River Park



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Parks & Recreation

- Population base parks
 - Plazas/Public space
 - Pocket parks
 - Mini parks
- Park equivalencies
 - Linear parks
 - Portions of resource parks
 - Privately owned park
 - Joint use parks and recreation facilities.



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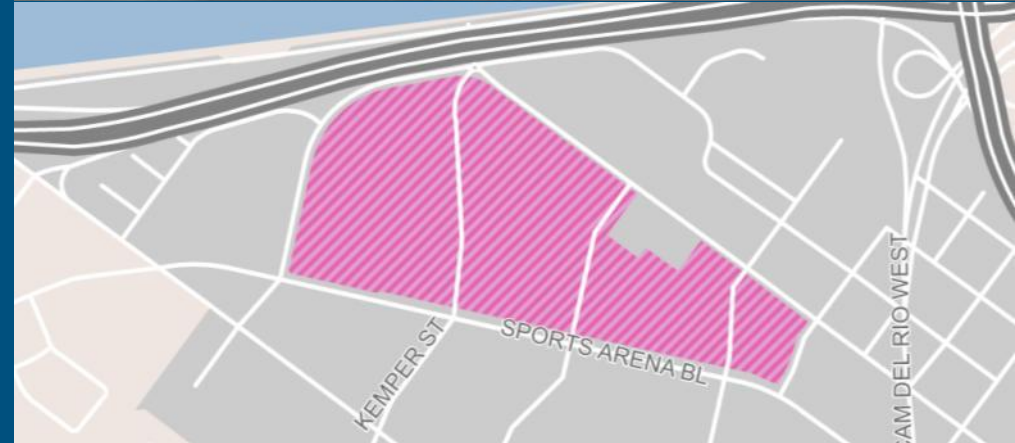
Population-Based Parks and Park Equivalencies



Sports Arena Community Village

Vibrant, mixed-use entertainment focused village at the City-owned Sports Arena property.

- Creating a revitalized and active community space
- Renovation or replacement of Sports Arena
- Entertainment, Office, Residential uses
- Public/Park space: gathering, events, markets, and recreation



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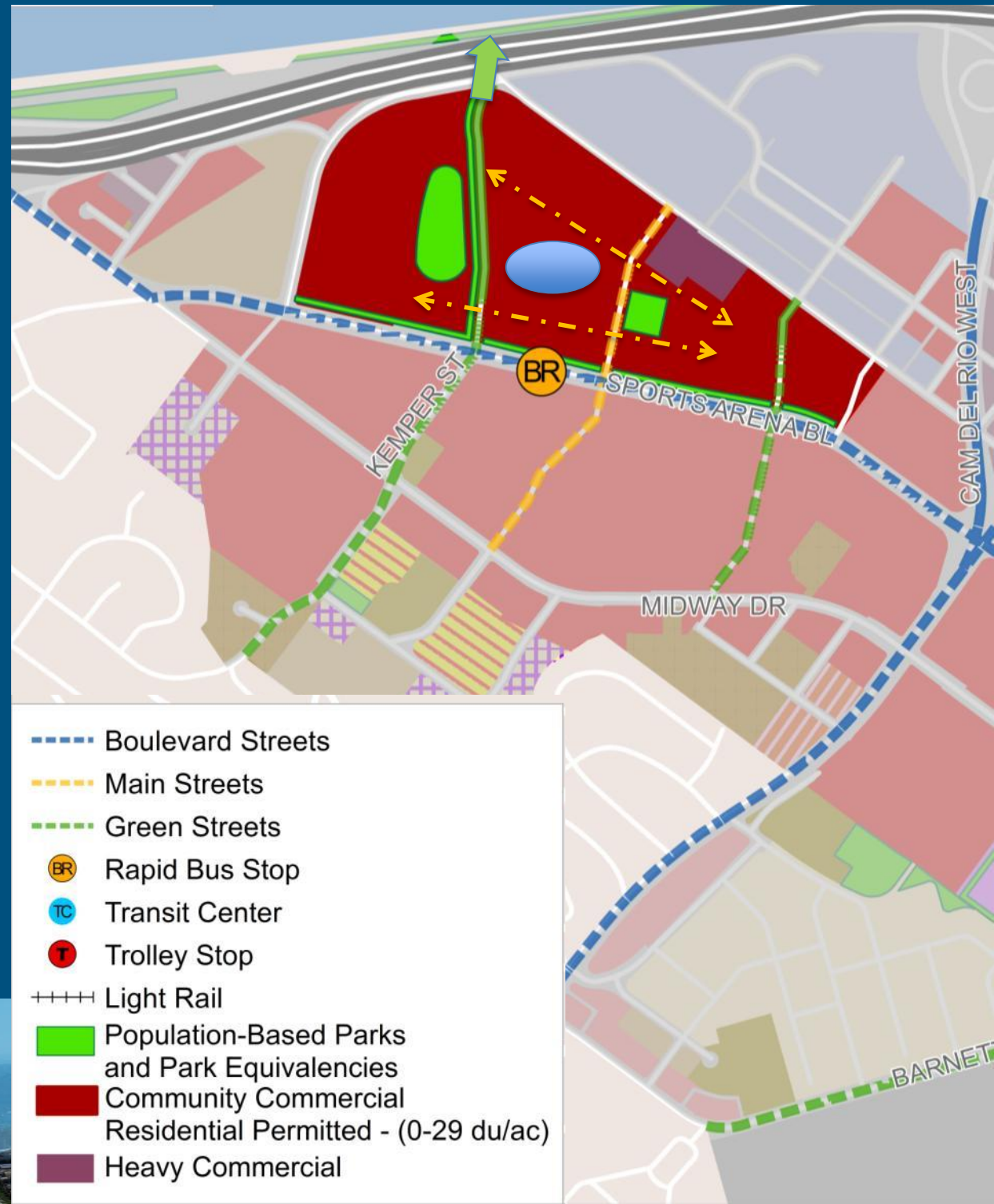
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Sports Arena Community Village

- Require a master plan
- New streets – improve multimodal access
- Linear park with a pedestrian promenade
 - Along Sports Arena Boulevard
 - Connect to SD River
- Plaza or urban green
- Outdoor market
- Transit Station

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Sports Arena Community Village

Support exceeding 30 ft height limit,
if development:

Subject to citywide vote

- Renovation or replacement of Sports Arena
- Creates landmark destination
- Enhances and furthers Community & General Plan
- Does not detract from coastal views
- Not to exceed 45 to 60 ft



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Dutch Flats Urban Village

Attractive employment focused village supporting SPAWAR Campus.

- Attract defense/ high-tech related office, R&D, and residential at the Post Office and adjacent large parcels
- Support development of US Navy's Distribution Facility should property become available
- Provide smaller scale retail for employees and residents
- Provide public space



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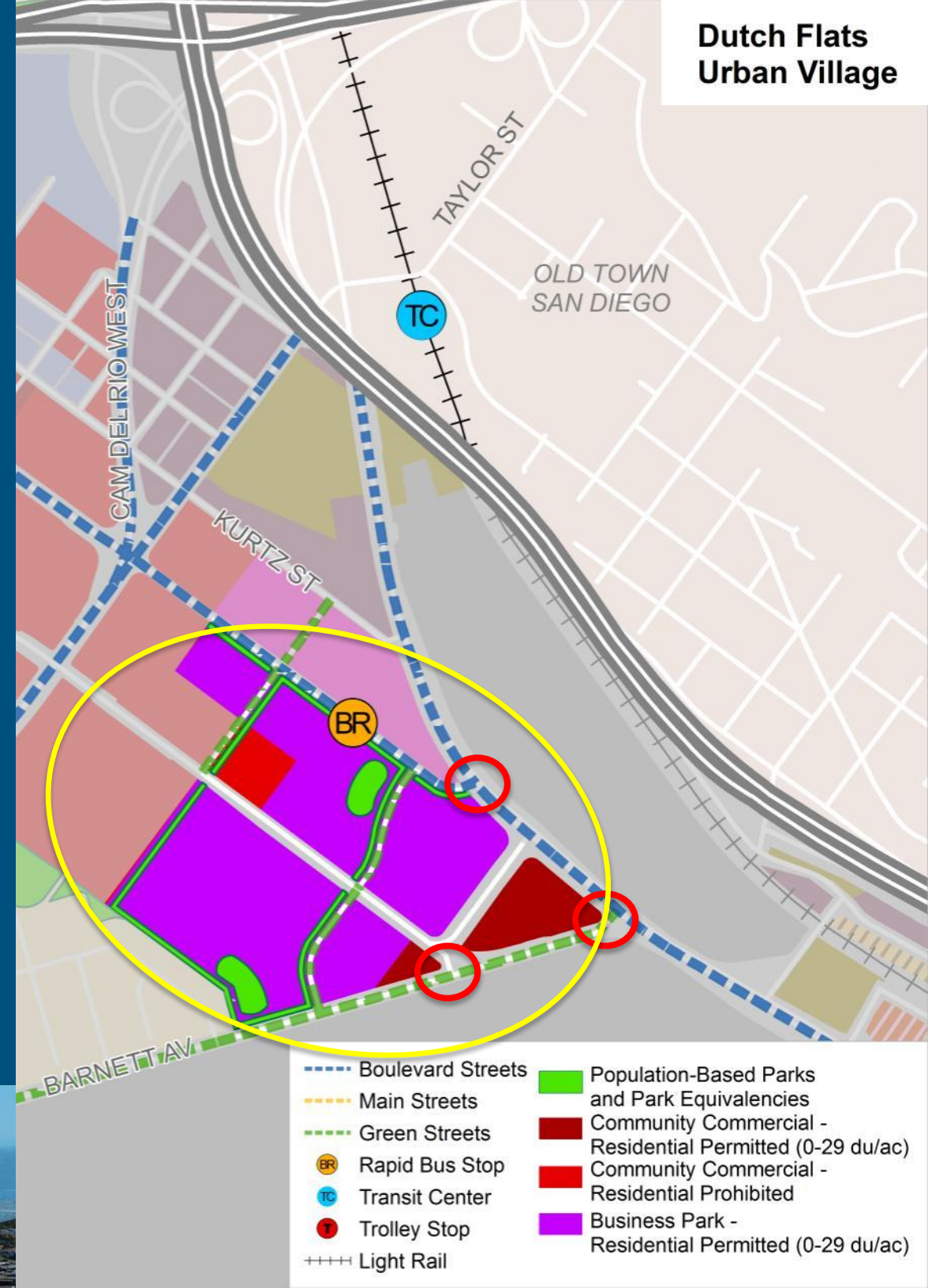


Dutch Flats Urban Village

- Require a master plan
- New streets – improve multimodal access
- Linear park with a pedestrian promenade
- Plazas and/or urban greens
- Transit Station

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Kemper Neighborhood Village

A mix of residential, office, visitor serving commercial, and institutional uses.

- Continuing Education Center Village focal point
- Reuse of the former Cabrillo Hospital



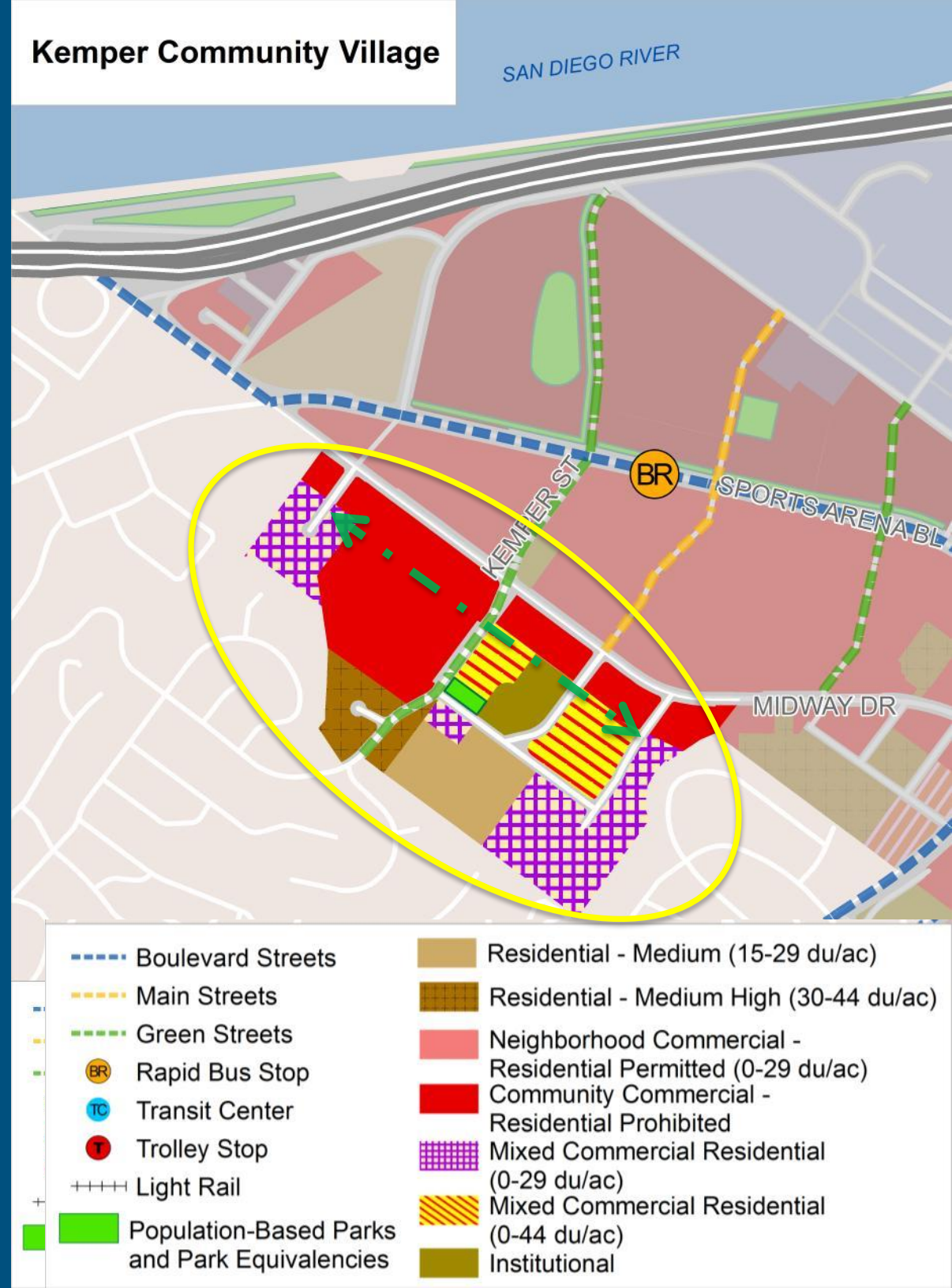
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Kemper Neighborhood Village

- Plaza or mini park along Kenyon Street will enhance the livability
- Mix of new residential and/or office uses along Kenyon St. and Duke St.
- Pedestrian connection



Rosecrans District

Commercial Core

- Mix of small to larger retailer, visitor commercial, office, and residential uses
- Encourage pedestrian oriented commercial center with main street
- New public/private streets



Channel District

Gateway to SD River

- Enhance the identity as a gateway.
- Visitor-oriented office, retail uses
- Maintain existing residential for affordable senior housing
- Mini-Park I-8 right-of-way



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Camino Del Rio District

Small lot employment and commercial corridor

West of Camino Del Rio

- Small and mid size industrial uses
- Restricting conversions of industrial buildings for retail uses or multi-tenant office

Rosecrans to Camino Del Rio W.

- Heavy commercial, office, and business uses
- Retail, office, and visitor oriented commercial uses along Camino Del Rio W. and Rosecrans Street
- Gateway - Freeways and Old Town

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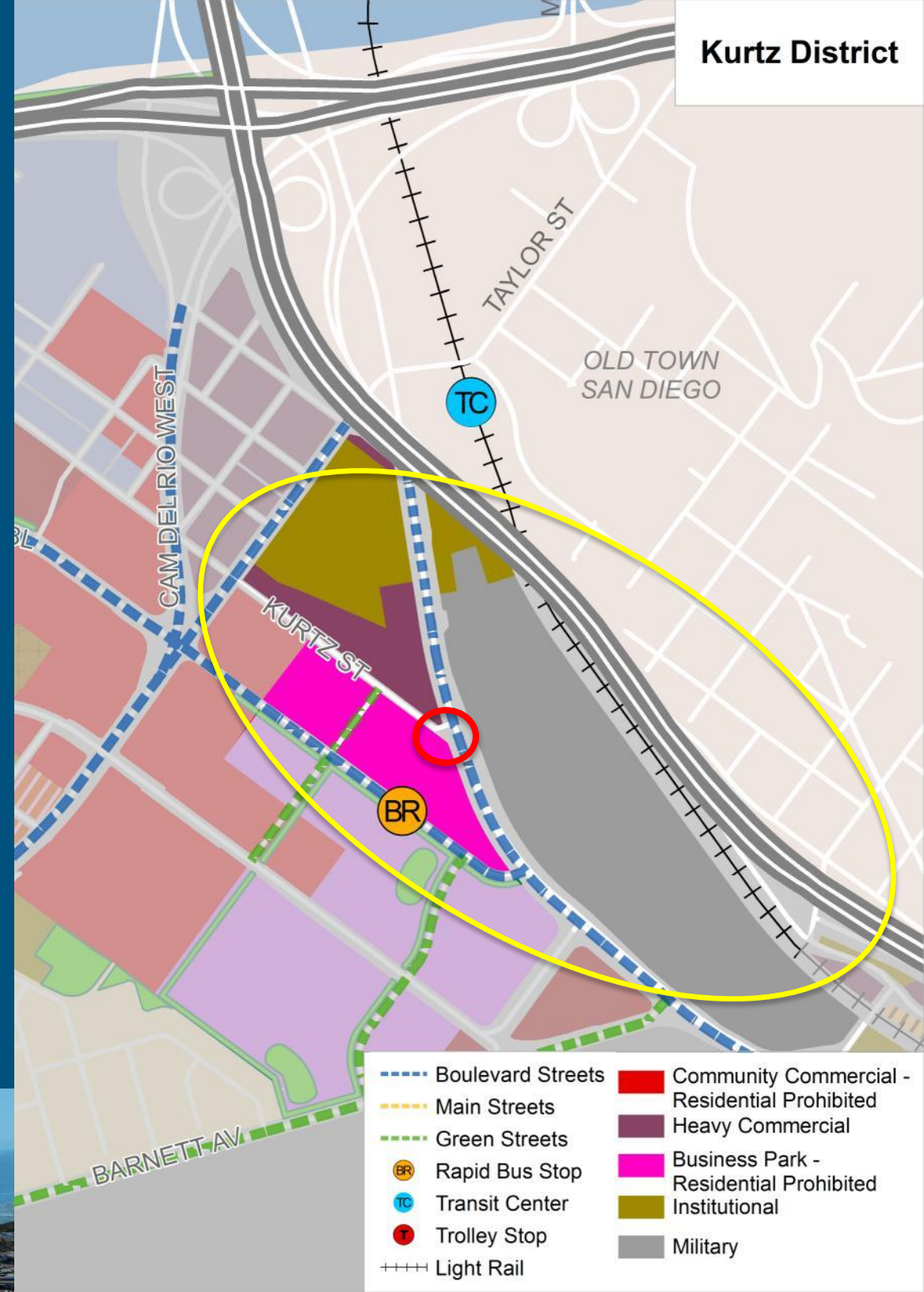
Kurtz District

Employment Center

- Support Space and Naval Warfare Systems Command (SPAWAR) as the US Navy's research and development facility
- Encourage office and research and development to support SPAWAR
- Heavy Commercial

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Lytton District

Residential neighborhood

- Enhance as a gateway to Liberty Station & SD Bay.
- Support adaptive reuse
- Pedestrian commercial/residential mixed-use on Lytton St and Rosecrans
- Maintain military family housing
- Maintain schools
- Joint use park opportunities



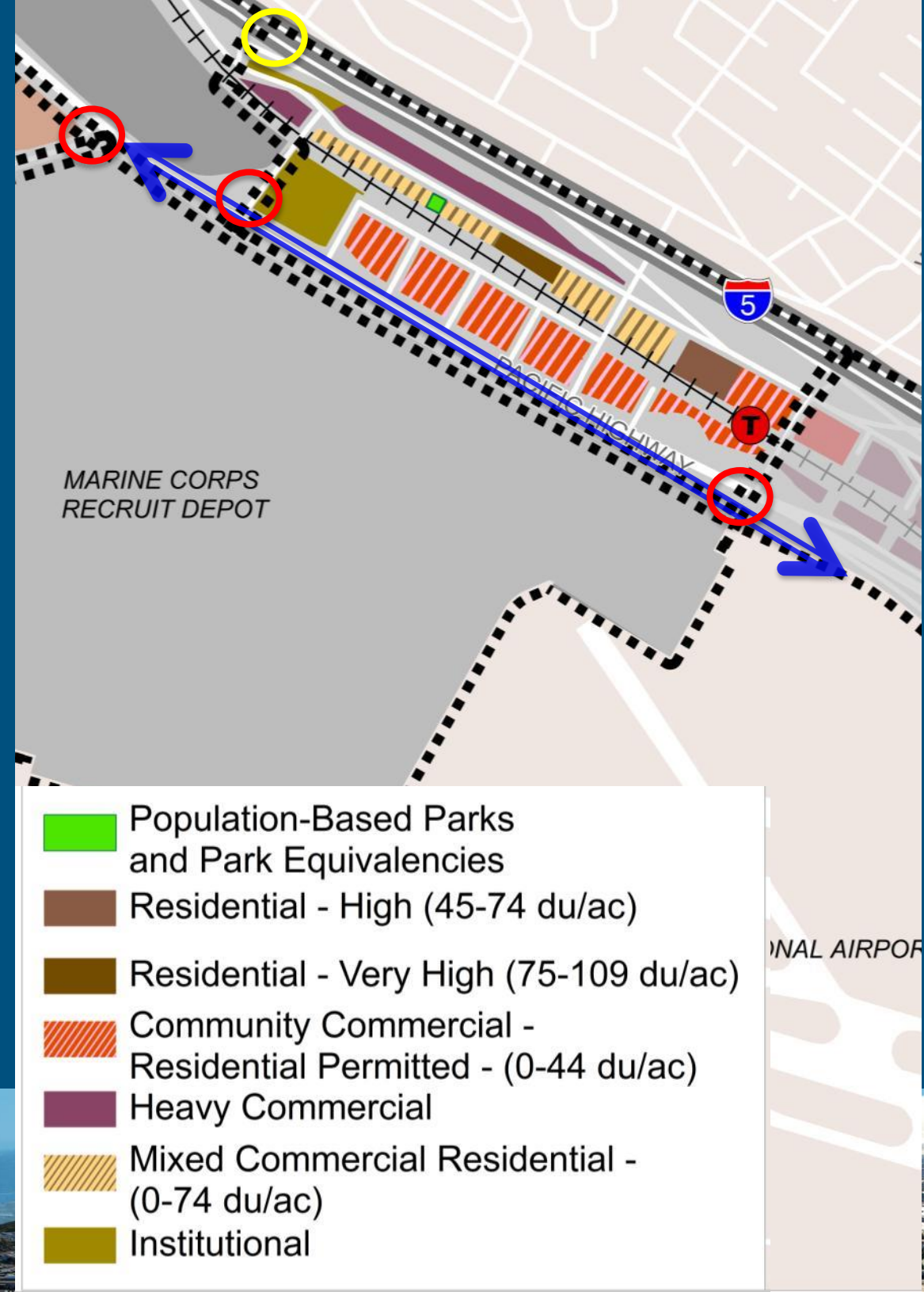
Hancock Transit Corridor

Multi-use pedestrian corridor linked to Washington Street Trolley Station

- Commercial and residential uses along Hancock
- Transform Pac Hwy to a Boulevard with mixed-use
- Maintain and enhance Mission Brewery building
- Promote live-work and shop keeper units suitable
- Pocket Park

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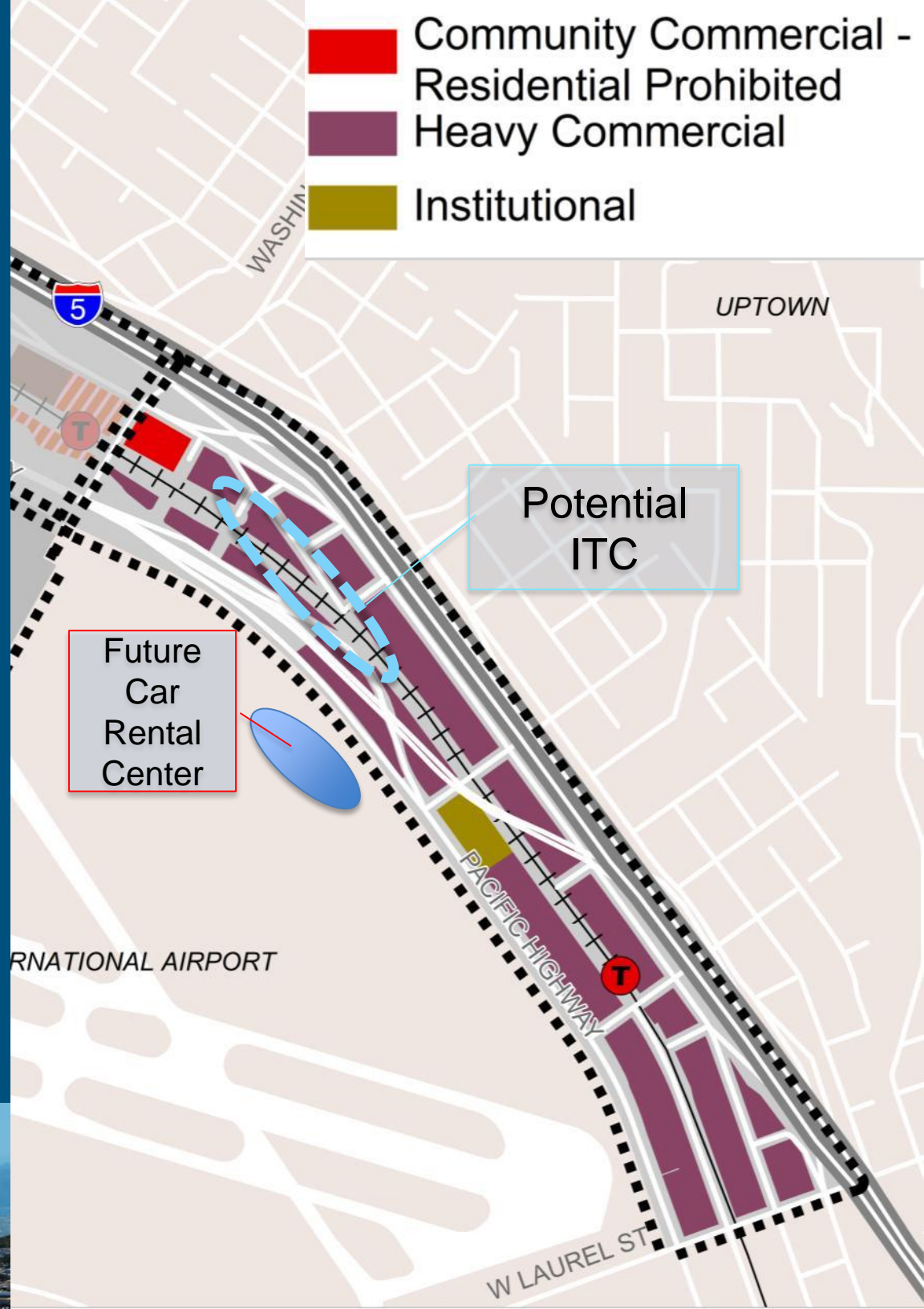


Kettner District

Small lot employment and commercial corridor

- Enhance Pac Hwy as a gateway to Downtown
- Intermodal Transportation Center
- Office, visitor, heavy commercial uses
- Port Tideland
- Airport Access

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Marine Corps Recruit Depot

Recruit training for national defense

- Support and retain MCRD
- Coordination of planning efforts between the City and the US Marine Corps
- Prepare a specific plan should MCRD close and the property is not needed for another military use



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Community Plan Update



Next Steps

1. Fall 2013: Meetings with Community to obtain input on the Community Plan Update Draft
2. Fall 2013: Traffic Modeling
3. 2014: Environmental Analysis
4. Summer 2015: Adoption Hearings

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Existing Land Use



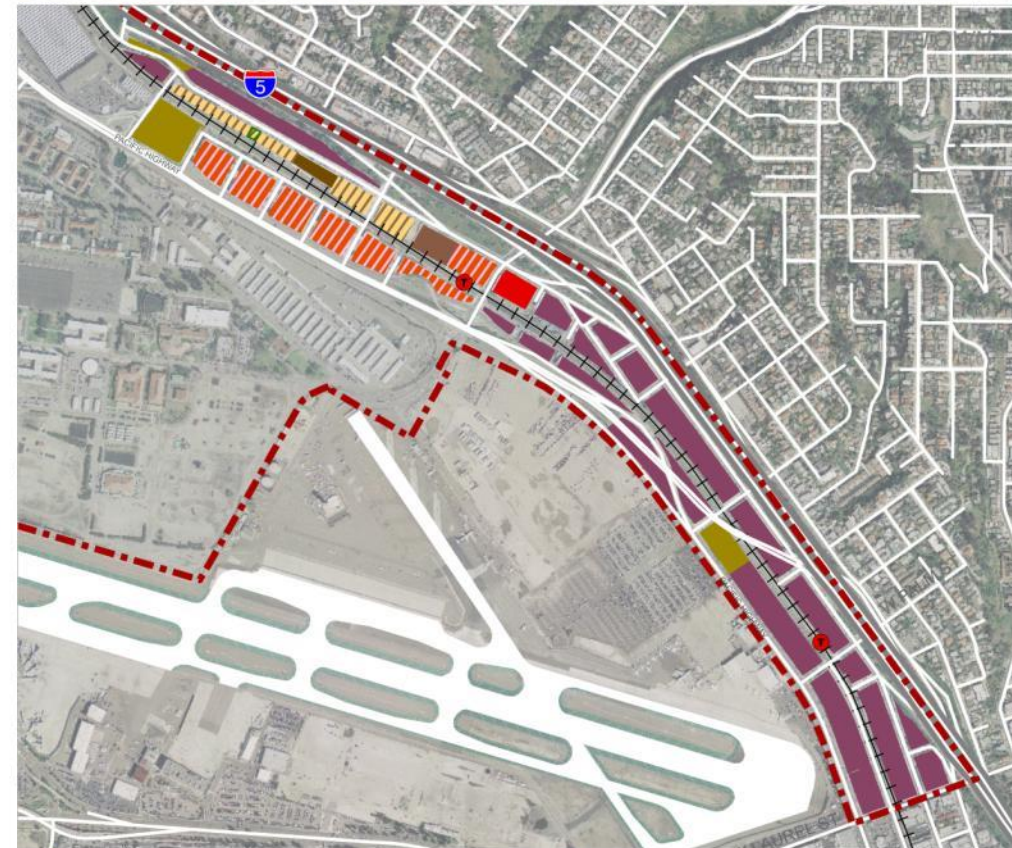
- Single Family
- Multifamily
- Commercial Retail or Services
- Office
- Hotel/Motel
- Industrial
- Institutional
- Utility
- Parking
- Road ROW
- Freeway ROW
- Rail ROW
- Vacant

Adopted Land Use



- Medium Density Residential (29 du/ac)
- Medium High Density Residential (43 du/ac)
- Very High Density Residential (75-110 du/ac)
- Community Commercial
- Neighborhood Commercial
- Office Commercial
- Commercial - Visitor
- Industrial Park
- Multiple Use
- Institutional
- Transportation Related Commercial
- Canal Alignment (approximate)

Proposed Draft Land Use



- Park Equivalencies
- Population-Based Parks
- Residential - High (45-74 du/ac)
- Residential - Very High (75-109 du/ac)
- Community Commercial - Residential Permitted - (0-44 du/ac)
- Community Commercial - Residential Prohibited
- Mixed Commercial Residential - (0-74 du/ac)
- Heavy Commercial
- Institutional
- Urban Industrial
- Military